

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.-17. (Canceled)

18. (Currently Amended) ~~The method of claim 17;~~ A method of accessing data, comprising:

reading an RF tag containing data corresponding to a bar code, wherein the bar code comprises a first portion corresponding to a UCC company identifier and a second portion corresponding to a UCC item identifier;

constructing a URL from the data read from the RF tag corresponding to the bar code, wherein a portion of said URL comprises the UCC company identifier and the UCC item identifier constructed as www."company identifier".com/"item identifier";

calling the URL; and

displaying information associated with said URL, and

wherein said "company identifier" comprises a number assigned by the uniform code council (UCC) and said "item identifier" comprises a number assigned by a manufacturer.

19.-30. (Canceled)

31. (New) The method of claim 18 wherein displaying information associated with said URL comprises:

displaying information of interest about an item associated with the item identifier, wherein the information of interest about the item resides in a user site accessed through the URL.

32. (New) The method of claim 18 wherein the barcode corresponds to a UPC symbol.

33. (New) The method of claim 18 wherein the barcode corresponds to a EAN symbol.

34. (New) The method of claim 18 wherein the barcode corresponds to a JAN symbol.

35. (New) A method of accessing data, comprising:
receiving bar code information encoding a UCC company identifier and a UCC item identifier; and

constructing a URL from the received bar code information, wherein at least a portion of the URL comprises the UCC company identifier and the UCC item identifier constructed as `www."company identifier".com/"item identifier"`.

36. (New) The method of claim 35 wherein constructing the URL from the bar code comprises:

appending the company identifier to "www." to construct the "www.company identifier" portion of the URL; and

appending the item identifier to "/" to construct the /"item identifier" portion of the URL.

37. (New) The method of claim 35 wherein constructing the URL from the bar code comprises:

prepending "www." to the company identifier to construct the `www."company identifier"` portion of the URL; and

prepending "/" to the item identifier to construct the /"item identifier" portion of the URL.

38. (New) The method of claim 35, further comprising:
scanning a bar code comprising at least a first portion encoding the UCC
company identifier and a second portion encoding the UCC item identifier.

39. (New) The method of claim 35, further comprising:
linking to the URL so that a manufacturer's site is accessed; and
accessing a portion of the manufacturer's site pertaining to the identified product.

40. (New) The method of claim 39 wherein linking to the URL comprises:
calling the URL.

41. (New) The method of claim 39 wherein linking the URL so that a
manufacturer's site is accessed comprises:
attempting to link to a plurality of sites, each site with a different domain name,
until at least one of the linked sites responds so that information pertaining to the identified
product is received.

42. (New) The method of claim 41, further comprising:
constructing the ".com" portion of the URL with a domain name, wherein the
domain name comprises at least one selected from a group consisting of a ".net" domain name, a
".gov" domain name and a ".org" domain name.

43. (New) The method of claim 39, further comprising:
receiving at least information pertaining to the identified product from the
accessed portion of the site pertaining to the identified product; and
displaying the information pertaining to the identified product.

44. (New) The method of claim 35 wherein receiving the bar code information comprises:

receiving the bar code information at a point of sale.

45. (New) The method of claim 35 wherein receiving the bar code information comprises:

receiving UPC bar code information.

46. (New) The method of claim 35 wherein receiving the bar code information comprises:

receiving EAN bar code information.

47. (New) The method of claim 35 wherein receiving the bar code information comprises:

receiving JAN bar code information.

48. (New) A method of accessing data, comprising:

receiving a URL call to access a manufacturer site that includes information pertaining to an item of interest, wherein the URL of the manufacturer site is `www."company identifier".com/"item identifier"` and wherein the "item identifier" corresponds to the item of interest; and

returning the information of interest to the a site that initiated the URL call.

49. (New) The method of claim 48 wherein the URL corresponds to a bar code with a UCC company identifier and a UCC item identifier.

REQUEST FOR CONTINUED EXAMINATION

In accordance with 37 U.S.C. 1.114, a Request For Continued Examination (RCE) is filed concurrently with this Response to the Notice of Panel Decision from Pre-Appeal Brief Review mailed March 17, 2006, so that the Office Action of June 27, 2005, is effectively made non-final. Under 37 U.S.C. 1.114, the effect of the RCE, which makes the June 27, 2005, Office Action non-final, is to cause examination of the instant application to remain open and to withdraw the instant application from appeal. Accordingly, Applicants respectfully request entry of the amendments and new claims submitted herein, and consideration of the following remarks.